ABSTRACT OF THE DISCLOSURE

A system and method for automatically altering an image having pixels is disclosed. An image is segmented into regions and various features of the regions are extracted and used to calculate a confidence factor, or belief value, that a particular region is a main subject of the image. The belief values are assembled into a belief map that is used to define how pixel values are to be altered. Various color and appearance values of the pixel are altered in a predetermined way to emphasize the main subject of the image. The emphasis is applied in a binary fashion or as in a gradient of values. Either the main subject can be emphasized, or the secondary or background subjects can be de-emphasized. The system can be implement on a variety of computer systems.

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